

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE
Organization and Management Development

TO: Distribution

DATE: April 7, 1995

FROM: Helen Halewski

SUBJECT: PM USA - LBCo. Agency Rotation Program

Enclosed please find a description of the PM USA-LBCo. Agency Rotation Program.

Doug Porter and Jennifer Mitchell from LBCo. are very supportive of the program and were instrumental in developing the proposed contents and parameters.

Please review the program description and provide me with your feedback. It would also be useful if you circulated the program description to your Brand Managers and Directors for their input.

In addition, please let me know if there is someone you think would benefit from participating in the program in the near term. LBCo. will be ready for **two** participants on **June 1**. Feedback from the two initial participants, as well as from you and from involved employees at LBCo., will then be used to revisit the design of the program.

I look forward to hearing from you.

Distribution

Dave Beran
Suzanne LeVan
Nancy Lund
Bob Mikulay

cc: ~~Ph~~ Anise
M. Fitzgibbon
J. Hughes
J. Mitchell
D. Porter

*Mike Jones
per share - 1 TIC/SP
do we
have anything
who could*

*go ?
Gina ?
Dennis ?
Marty in LOP
Tracy in LOP*

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